

OCTOBER 2021

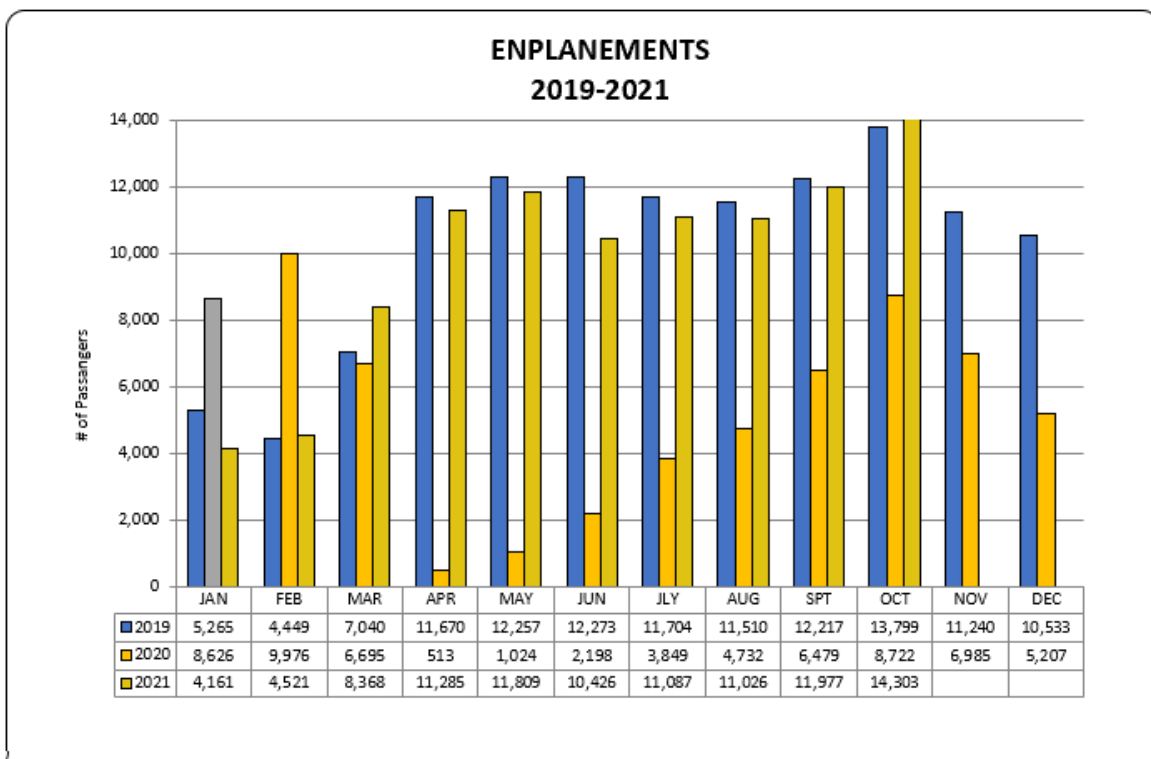


AIRPORT STATS:

Each month the Flagstaff Airport receives and tracks information on **passenger enplanements, fuel sales, and operations**. This information is presented to the Airport Commission for questions, comments, or further explanations on variations. Each tracking has importance to our airport for the following reasons shared below.

ENPLANEMENTS assist in showing growth which is important to an air carrier when looking to add routes, more days, etc.

- **14,303 total enplanements for OCTOBER...BEAT 2019 and 2020 numbers!!!**
- 11 flights daily - 3 to Denver, 3 to Dallas Fort Worth, and 5 to Phoenix – **Please Fly Flagstaff First!**



98,963: this is the second highest year ever.

OPERATIONS, which is either one take-off or one landing, show just how busy the airport is from month to month. **Total was 3,590 which beat our 2019 numbers!**

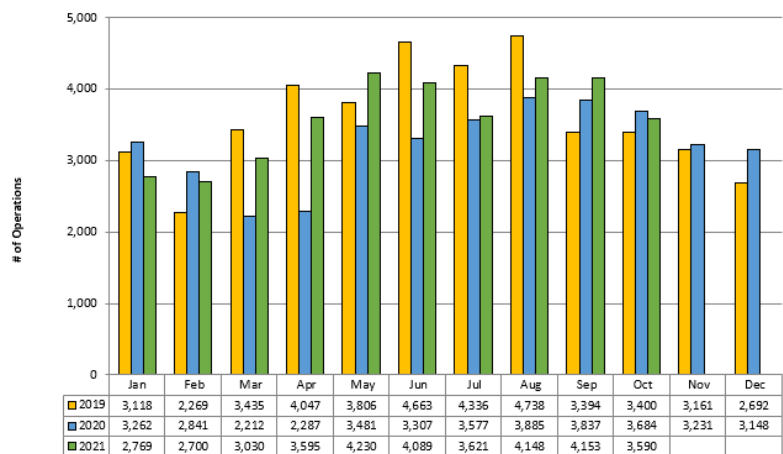
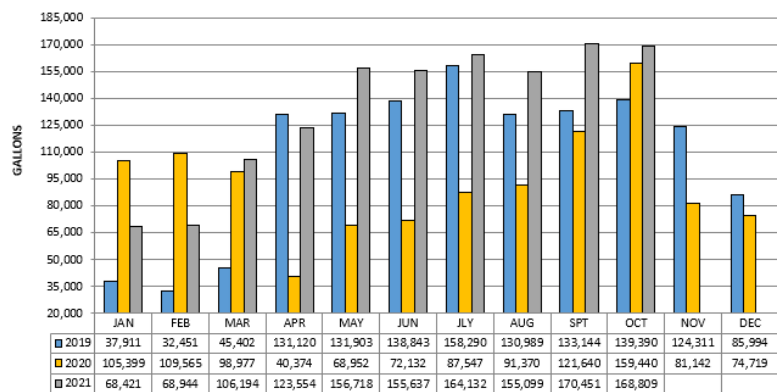


Figure 17 Tower Operations 35,925 Operations.

FUEL SALES is an economic indicator for business traffic and air carrier traffic, which tend to be an indicator for which direction the economy is going. **Fuel sales continue to beat 2019 and 2020 numbers!**



Fuel Flow 1,337,809 Gallons, this is the most of any year.

AIRPORT MARKETING ONGOING: New static advertisement placed in the NAU Skydome promoting to FLY FLAGSTAFF, our three routes and to VISIT. DISCOVER. GROW.



STAFF TRAININGS:

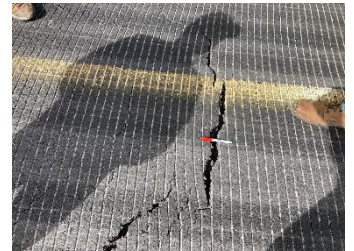
- Staff attended the Volunteer Fireman's Insurance Services, Drivers training this month.
- The Airport Director and Airport Programs Manager attended the annual Arizona Airports Association Fall Conference this month. During this visit they spoke with the FAA about funding for the Snow Removal Equipment Building (SREB). Funding may have to come in phases to cover the costs. Also, during this meeting guest speakers included Chad Makovsky the Director of Sky Harbor Airport, Don Kriz the Arizona Department of Transportation Aeronautics Division Director and a case study on the Scottsdale Airport Runway project. **It was announced that the 2023 Arizona Airports Association Spring Conference will be held in Flagstaff. The last time it was held here over 200 attendees came to the event.**



AIRPORT NEWS ON VACCINATIONS: The State Transportation Security Director visited the Flagstaff Airport this month to look at operations by their staff and talk with supervisors about the impacts of mandatory vaccinations. They anticipate losing 4 of the 15 staff members due to this Executive Order. If this happens we anticipate increased wait times during the holiday rush.

HANGAR DEVELOPMENT DISCUSSION: Staff met with a Developer that currently is building private hangars at Prescott Airport and would like to build private hangars at the Flagstaff Pulliam Airport. We have several steps to follow, but this could be a positive project for both tenants and the Airport. The Real Estate Manager is working with procurement to look at what would be next steps in the process.

TAXIWAY ALPHA ENHANCEMENTS: Staff worked with our Job Order Contractors this month to fix a crack on the runway and to place crack sealant on Taxiway Alpha. The crack on the runway appears to be over a slab of concrete and sublayer of asphalt separating. The patch of hot asphalt covered by tar sealcoat will hold until next year when we plan an Arizona Department of Transportation Grant to do a complete seal coat of the runway and taxiway. (see attachment photos)



NEW PARKING LOT PAVING: Eagle Mountain finished the paving in October and will continue with striping and internal sidewalk work in November.



**COMMUNITY
INVESTMENT**

PARKFLAG:

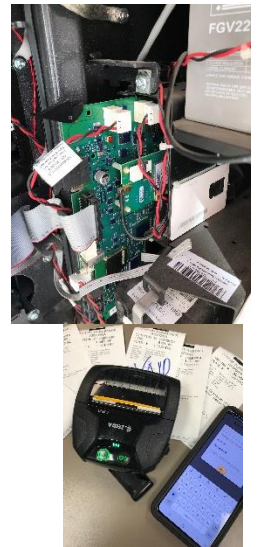
STAFFING:

- During the month of October ParkFlag conducted interviews and made offers to two candidates for our open Parking Aide position. Both candidates accepted the initial offers and have moved on to the background investigation process.
- Stefanie Vaughn accepted the Lead Aide roll position! Stefanie served as interim Lead Aide for 18 months where she performed above and beyond the call of duty. **Congratulations Stefanie Vaughn!**



EQUIPMENT UPDATES:

- ParkFlag received 102 4G modems to replace the outdated 3G modems in our parking Kiosks. These new 4G modems will improve communications between the kiosks and enforcement software as well as shorten the duration customers spend at kiosks paying to park.
- ParkFlag ordered and received Data Packs to make repairs on "out of order" kiosks in the pay to park district. We have updated and repaired 2 of the 4 down kiosks.
- Team members completed necessary updates and repairs on enforcement handheld printers and completed the implementation and testing process of dynamic citations. Dynamic citations make it easier for enforcement staff to issue escalating citation fees to repeat offenders.



PROGRAM UPDATES:

- The Old Municipal Court house is gone, and lot construction is underway.
- ParkFlag staff attended the yearly SWPTA (Southwest Parking and Transportation) conference this past week. We were able to meet and gain insight from multiple parking industry gurus from around the country, including Salt Lake Director of Compliance, Albuquerque Director of Municipal Development, Springdale PD, and our friends from NAU.



BEAUTIFICATION AND ARTS & SCIENCE:

COMPLETED PROJECTS

The City provided restoration funds for the iconic and highly visible Murdoch Center Mural along Butler Avenue (pictured below, left). The Southside Community Association also unexpectedly stretched the funding to help support **three new murals** as well, providing bright surprises! (One of the new murals is pictured below, right). Participating artists include locals Dr. Ricardo Guthrie and Duane Koyawena.



PROGRAMS & OUTREACH

- **Beautification and Public Art Commission (BPAC) Annual Retreat Held** to determine priorities for the 5-year workplan.
- **Beautification in Action Grants Awarded for Fall Deadline:** The Commission approved a mural by a local artist and the rotary club on Peace Surplus (pending approval of final design) and a mural and little library for Willow Bend Environmental Education Center (pending approval of a modified budget).
- **'Live from the Theater Basement' Interview:** Staff were interviewed for this Theatrikos virtual video and podcast series on beautification and public art in Flagstaff.
- **Project Grants with Creative Flagstaff:** Art and Science grant recipients were determined by the Creative Flagstaff committee for Arts and Sciences. Two representatives from the City currently sit on this committee.



PROJECT UPDATES

- **Airport Parking Lot Piece:** Design team meeting held. The artists' new proposed process for the medallion footnotes will go forward with a modification proposed by Eagle Mountain (the main contractor for the project).
- **Courthouse Artwork:** Site work completed to replace background green panel to align them and close gaps (addressing errors in the first installation). It went superbly.
- **Downtown Connection Center Artwork:** Staff worked with artist team on milestones for the art glass project, and the team created a schedule for art glass integration. Materials were submitted for the Planning and Zoning Commission meeting on November 24.
- **Downtown and Southside Tree Plantings:** As part of the seasonal plantings project and the Expanded Use of Right-of-Way (EUROW), Community Investment, Sustainability and Parks staff planted over 20 Blue and Colorado Spruce trees in the Southside, Heritage Square (and nearby areas) to replace the warm season plantings. These trees will sparkle with lights during the Holidays!
- **Downtown Tree Wells:** The City team met to discuss aesthetic and technical options for retrofitting tree wells downtown, as grates are removed (as trees grow larger, the grates and hardscape buckle).
- **Historic Southside Community Garden:** Staff presented the project to Property and Development and the group approved the project to move forward for a \$10,000 call for 'Artists and Creatives' for the space. Staff met with Sustainability on site to envision where beautification aspects might be placed and to check on site constraints.
- **Library Entry:** On-site review with upper management of two final color schemes for book sculptures.

Design team met to address all outstanding details for City Plan Review submittal for the project.

- **Lone Tree Aesthetics:** Met with city consultants on inclusion of public art process in their design work focusing on community input, review by BPAC, and potentially adding a public artist to the design team as a sub to one of the consultants. A community survey was drafted for team input to be posted on Community Forum. The goal of the survey is to tap into community feelings and hopes about this location, to get a sense of place, and to help inspire the design team.
- **Traffic Signal Cabinets 2021:** Staff presented Beaver and Butler design to City Council through three-minute comment and met with artist on the 4th Street & 3rd Ave cabinet to resolve design issues.

ECONOMIC DEVELOPMENT: (Business Attraction, Retention & Expansion)

BUSINESS ATTRACTION:

ARIZONA ASSOCIATION OF ECONOMIC DEVELOPMENT (AAED) AWARDS:

- ECONA and the City of Flagstaff won the **Golden Prospector Award for the Best Deal of the Year** for Whitehall's Attraction.
- **Jack Fitchett** also graduated from the Arizona Association for Economic Developers Academy as an **AAED-Pro** which is a great achievement.
- Congratulations to the ECoNA BUSINESS RETENTION & EXPANSION Team for winning a Golden Prospector award for their **digital brochure**, "Encouraging Entrepreneurship at a Higher Elevation,". The brochure, as described by ECoNA, is a guide to the rich array of resources available in our region for start-up businesses. The Economic Development Team is proud to participate as a member of the BRE Team and congratulates them for their success.



ATTRACTION EFFORTS:

- *UACJ Whitehall Industries* – Continues to grow their team and make additional improvement to the former Walgreens location. They are continuing to ship products to their partners and are receiving additional machinery to ramp up production. Whitehall has requested City staff to begin looking for additional space as they already foresee an expansion on the horizon. With all these moving pieces, a grand opening ceremony has been put on hold but will occur hopefully by the beginning of the new year.

Airport 31.45 Acre Parcel:

- The **Airport 31.45-acre master development** process is continuing to progress. Staff has been meeting with Genterra regularly for the past several months, negotiating a ground lease agreement. The ground lease for this project is nearing finalization and staff will then bring this agreement to Council for approval. This ground lease will outline many important aspects of this parcel's development and will also include the revenue structure that will ultimately benefit and support our growing airport. Staff and Genterra are excited to finish this phase on the project soon and begin working on the overall development plan for this parcel.

OTHER ATTRACTION HIGHLIGHTS:

- Staff has been meeting with **Placer.AI** regularly over the past month to learn how to take advantage of all their software's capabilities. Placer.AI is taking the place of Buxton which was the City's former consumer data tracking software. This new software also appears to have potential to assist our regional planning efforts and staff is exploring this opportunity.
- Our Economic Development Team and ECoNA hosted the **Pipes Trade Association** on a site tour this month and showed them several potential locations. This association was pleased with the properties that they were shown and expect to sign a lease soon. This organization helps develop skills in a variety of trades including welding, machining, etc. We will be hosting a tour with them on 10/11 to show them various potential sites.
- **Two Hands** – Is a new restaurant that has a fun take on the classic corn dog. They will be opening at Aspen Sawmill soon and I can tell you from my own experience this will be something you have to try!
- **A complete list of all the ongoing and scheduled development** in Flagstaff can be found [here](#). This Development Status Report was updated this August by our Community Development Division.

BUSINESS RETENTION & EXPANSION:

PROJECT UPDATES

ECoNA BR&E TEAM: The ECoNA BR&E Team met in October to celebrate Manufacturer's Month.

- A strong lineup of manufacturers from around the region from as far as Fredonia were invited to participate in a celebratory event about manufacturing in Northern Arizona.
- Electric Torque Machines (ETM) participated sharing that they were recently acquired by a larger company that has a global presence and access to all elements of a global supply chain. Research and development will remain in Flagstaff as ETM is looking to hire more employees now.



PROGRAM UPDATES

BUSINESS RETENTION AND EXPANSION INCENTIVE: Katalyst Space Technologies and Dark Sky Brewing successfully applied to the program and will be awarded through the Business Retention and Expansion Incentive program.

- Every business that operates in Flagstaff was welcomed to participate in the BR&E Incentive. Eight separate businesses submitted applications to the program proposing a total of 35 positions either retained or created, requesting a total of \$220,000 which would be matched by a total of \$761,000 private dollars.
 - Staff has contacted the businesses that were not awarded and offered to meet with them directly to provide feedback on their applications.
 - Staff will work with interdepartmental staff and the awarded businesses to put the appropriate contracts in place so that the businesses may continue their growth in Flagstaff.
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LIBRARY MONTHLY STATS: From SEPTEMBER and OCTOBER 2021...

	September	October	Difference
Unique Borrowers	4,293	4,059	-5.5%
Total Circulation	29,224	27,534	-5.8%
Reference Help	3,145	2,921	-7.1%
Door Count	16,315	15,975	-2.0%
Downtown Computer Sessions	1,520	1,308	-13.9%
Note: these numbers are a month behind due to reporting timeframes			

- EAST FLAGSTAFF COMMUNITY LIBRARY (EFCL) NEW STAFF:** We are excited to welcome Nizhoni Le back to EFCL! She was previously a federal work-study student Aide, but she applied for and was hired as a PT Temporary Clerk. We will be hiring a new work-study Aide in the coming months.
- EFCL SEED DISPLAYS+ACTIVITY KITS:** to promote our seed library and to expand our very popular activity kits for pickup, we are using the bulletin board in the children's room for gardening displays! In August 10 Germination activity kits went out, In September, 11 bean dissection kits went out (to coincide with Science Festival), and so far in October, 7 seed paper activity kits have gone out.



- **EFCL PLANTERS!** We purchased self-watering planters with funds from our BIA grant, and they are now outside of EFCL making our entrance much more welcoming. Thanks to our staff Kristi and Michele who took the lead on choosing what to put in our planters and doing the leg work! Michele also crafted informational signs so folks can learn about the plants included.



- **EFCL BETWEEN THE LINES:** Between the Lines is an all-ages virtual drawing club that has been running for several program sessions now. The last session drew two new participants, and one long-time member shared that, "It's the highlight of our day!".
 - **EFCL PATRON THANKS:** One of our patrons, that has been living in his truck and using the Wi-Fi in EFCL's parking lot regularly, just came up to the front desk to not only thank us for the Wi-Fi use and general library help but to also let us know that he got a job!
 - **LIBRARY DATABASE OUTREACH:** Reference staff delivered two outreach presentations in October on online databases and research resources available through the Library. Staff presented to four students/faculty at the Indian Bible College on October 5th and presented to 105 students/faculty at the Northland Preparatory Academy on October 26th.
 - **HALLOWEEK CRAFT KITS:** Reference staff created take-home craft kits for Halloweek and passed out 35 Halloween spiderweb craft kits and 14 Die de los Muertos Offrenda kits to patrons at the Downtown Library.
 - **LIBRARY IT HELPDESK:** Library IT implemented a new online HelpDesk on September 9, 2021: [HTTPS://FLAGSTAFFPUBLICLIBRARY.HESK.COM/](https://flagstaffpubliclibrary.hesk.com/) The HelpDesk is cloud-based and accessible by all library staff in the county. So far, 95 tickets have been opened. 55 have been resolved; 40 remain open. New tickets open daily.
 - **LIBRARY INTERNET SPEED INCREASE:** The Flagstaff Libraries increased internet speed from 200Mbps to 1Gbps on October 27, 2021, a five-fold speed increase. (Cost increase: \$2,136/year, after E-Rate discount.)
 - **LIBRARY E-RATE FUNDING:** E-Rate Funding for the current fiscal year: Flagstaff (60%) = \$15,408; County Branches (60%) = \$15,286.90; County Affiliates (80%) = \$288,604.24 (\$286,752.02 of this is for Page Public Library, where they did a major fiber construction project this year.) Without Page, the overall total is \$32,547.12, which is average for the Library District.
 - **PALSmobile:** First outreach school event, "Under the Stars," at Knoles Elementary on Oct. 27th and had over 100 parents and kids come to the PALSmobile
 - **YOUTH SERVICES:** Annual "Locked in the Library" program on Oct. 28 – 17 kids and some parents played in the library from 5:00-6:30pm. They listened to scary stories, ghost hunted with iPads, and went through the Haunted Blue Room!
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TOURISM & VISITOR SERVICES

ECONOMIC VITALITY DIVISION ANNUAL STAKEHOLDER & PARTNER MEETING: This annual meeting was held at the High-Country Conference Center in October where we had 85 in-person attendance with several others tuning in virtually. During the annual event, we went over all areas of the Economic Vitality Division as well as gave out three eco-tourism awards.



A special thank you to our councilmembers and city staff who were able to join us that day: Nicole Antonopoulos, Mayor Deasy, Councilmember Aslan, and Councilmember Salas...CM Salas also gave an opening speech to the stakeholders and shared her support for tourism and economic vitality.

Below are the pictures of the **eco-tourism awards** that go to tourism stakeholders who are practicing eco-friendly, sustainable efforts daily in their organizations.

Pictured: Councilmember Aslan, Councilmember Salas, Economic Vitality Director - Heidi Hansen, & CVB Director, Trace Ward



This year's winners were:

BRIX: Outstanding programming for a **restaurant/venue**

MUSEUM OF NORTHERN ARIZONA: Outstanding programming for an **attraction**

DRURY INN AND SUITES: Outstanding programming for an **accommodation**





Another highlight of the event was our local word poet – she did a poem on Flagstaff which is attached to the email.

LODGING METRICS:

(From OCTOBER 2021 – *Note: we always report a month behind*)

- **Occupancy:** -1.1% from 2020
- **Average Daily Rate (ADR):** 29.4% over 2020
- **Revenue per available room (RevPAR):** 28% over 2020

In October, Flagstaff continued to shine as a destination that folks want to explore, and this demand has kept the tourism economy strong in our amazing mountain town. The accommodations industry in Flagstaff took a strong stance on rate again for the month of October which did influence the occupancy, but the overall RevPAR number is excellent.

October	2019	2020	2021	Diff
OCC	78.5%	78.2%	77.4%	-1.1%
ADR	\$106.46	\$101.22	\$130.99	+29.4%
RevPAR	\$83.56	\$79.14	\$101.46	+28%

VISITOR SERVICES:

- **WALK-INS** still down compared to 2019 but over 2020
- **RETAIL** is up compared to 2019 and 2020
- **MODEL TRAIN:** Model Train ran 203 times in the month of October.
- **STAFFING:** New part-time weekend employee, **ELLEN ROSHER** started at the Visitor Center. She came to us with knowledge of local attractions and events and customer services skills.

October	2019	2020	2021	Changeover 2020	Changeover 2019
Walk-ins	15,424	9,650	10,746	11%	-30%
Retail Sales	\$30,316	\$23,996	\$30,757	28%	1%

MEETINGS/EVENTS/CONFERENCES:

CONFERENCE/ROOMS LEADS/BOOKINGS: 1 Lead was sent out and booked in the month of October for a total of 70 room nights and total estimated economic impact of \$17,430.

MEETINGS: Staff attended Creative Flagstaff Committee Meetings and Board Meeting, FLP Board Meetings, a Group Coaching Intensive, and planning meetings for two upcoming trips/sales presentations.

DISC GOLF WORLD CHAMPIONSHIP BID: Staff assisted the local Flagstaff Disc Golf Club with information to submit a proposal to be host city for the Disc Golf World Championships in July 2023. Selection will be made by the end of the year and leads will follow if Flagstaff is selected to secure space and room blocks.

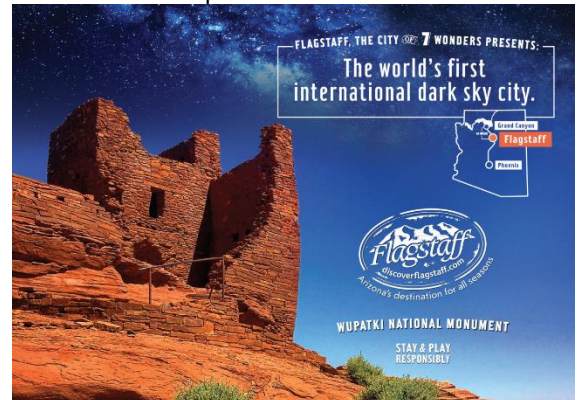
TRAVEL TRADE:

MEETINGS/EVENTS:

- Brand USA Travel Week London – 33 appointments with international travel companies
- London Client Luncheon
- Brand USA Webinar
- US Travel Webinar
- AOT Webinar – Northern AZ update
- IPW Trade Show follow-up with 75 travel companies
- Flagstaff Sister Cities Survey Eblast

MARKETING & MEDIA:

- Visit USA Germany – Content submitted for monthly newsletter
- Visit USA Parks Campaign Strategy finalized (Germany, UK, USA Winter Campaign)
- Visit USA UK – ½ page ad content submitted for 2022 UK Travel Planner
- USA-Reisen Germany – October 18 podcast on Flagstaff to travel companies/consumers



London Client (Travel Companies) Luncheon – October 30

Happenstance Restaurant



MARKETING & MEDIA RELATIONS:

October featured haunted Flagstaff, Wupatki's ancient creatures, Lowell's re-opening announcement, Oktoberfest, Overland Expo, fall colors with more LEAF-ometer mentions as well as Flagstaff accolades. Broadcast featured several programs including Seeing the USA, Most Terrifying Places and state and national news covering attractions, fall colors

and Flagstaff's first snow. Print included several stories on awards, ghost stories, Wupatki and fall colors. Digital was also bustling with the same great articles as broadcast and print with Freaky Foot Tours gaining attention.

Discover Flagstaff procured three stories and had five media assists in the month of October.

Print (circ: 1.5m/value: \$14k) Broadcast (reach: 7.3m/value: \$67K) Digital (reach: 904m/value: \$8.6m) International Coverage (circ: 770m/value: \$7.1M). October showcased increases across all platforms and resulted in a 623% increase in AVE compared to 2019 and a 182% increase in REACH compared to 2019.

Notable Accolades:

- Elden Pueblo program manager receives Governor's Heritage Award (Lisa Deem)
- Flagstaff-brewed porter wins silver at prestigious Great American Beer Festival (Lumberyard's Pumphouse Porter)
- TripSavvy Announces Fourth Annual Editors' Choice Award Winners (Walnut Canyon)

Please enjoy the highlights below:



News programs from around the state mentioned "The LEAF-ometer from Discover Flagstaff"

Please enjoy the highlights below:

3 Best Dog-Friendly Road Trips in The U.S.: <https://www.thedodo.com/dodowell/dog-friendly-road-trips>

TripSavvy Announces Fourth Annual Editors' Choice Award Winners (Walnut Canyon):

<https://finance.yahoo.com/news/tripsavvy-announces-fourth-annual-editors-140000609.html>

The best scenic drives for fall color in America and when to go: <https://www.foxnews.com/travel/scenic-drives-fall-foliage-america>

Freaky Foot Tours Flagstaff: Haunted history prospers during pandemic: <https://www.marketwatch.com/press-release/freaky-foot-tours-flagstaff-haunted-history-prospers-during-pandemic-2021-10-11?tesla=y>

The 32 Most Haunted Places in America (Monte Vista): <https://www.yahoo.com/lifestyle/30-most-haunted-places-america-205300054.html>

Hundreds of weird three-eyed 'dinosaur shrimp' spotted at national monument: [Hundreds of weird three-eyed 'dinosaur shrimp' emerge after heavy rain - CNET](#)

13 Bucket-List Fall Weekend Trips to Take In The US (And What To Do Once You Get There) (Flagstaff #3): <https://www.buzzfeed.com/hannahloewentheil/best-usa-fall-vacation-destinations>

Break Out the Lederhosen and Head North, Flagstaff Oktoberfest Returns Oct. 2: https://www.citysuntimes.com/destinations/break-out-the-lederhosen-and-head-north-flagstaff-oktoberfest-returns-oct-2/article_abod9362-22be-11ec-a81b-83331a53baeo.html Top 10 Outdoor Six Elite Storylines to Watch at the 2021

Chicago Marathon (Sara Hall of Flagstaff): <https://www.runnersworld.com/news/a27412249/who-is-running-chicago-marathon/>

Lowell Observatory to reopen for general admission Nov. 15: <https://www.12news.com/video/tech/science/lowell-observatory-to-reopen-for-general-admission-nov-15/75-ec765dbf-c929-4a71-aa27-4729b510121f>

By the Bottle: Flagstaff-brewed porter wins silver at prestigious Great American Beer Festival: <https://www.dailyadvent.com/news/161391ad5ba02f9ddf731ae5a29625e6-By-the-Bottle-Flagstaffbrewed-porter-wins-silver-at-prestigious-Great-American-Beer-Festival>

WEBSITE:

Analytics compare 2021 to pre-COVID 2019:

- Domestic visits increased 15.5%: Metro-Phoenix is up 47%, Los Angeles area increased 29%, TX was up 8%, NV up 44%.
- Fall content performed very well on landing pages: leaf-ometer increased views by 86%, fall blog increased to 8,090 views, fall drives increased to 6,900 views, things to do content increased 18%. Where to stay page increased 348%, 910 views.

EMAIL CAMPAIGN:

Email campaign benchmarks are set at 17% open rate and 3% CTR by trustworthy sources such as Mail Chimp and Campaign Monitor. The Flagstaff Local email campaign will reach its year anniversary in February 2022, when I can then begin reporting on YoY comparisons.

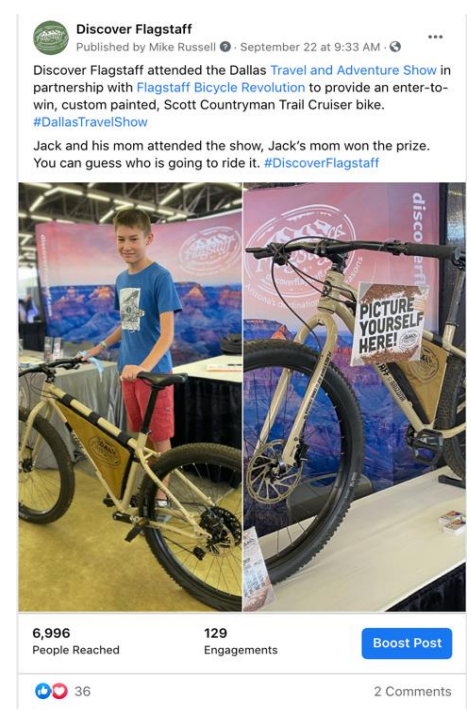
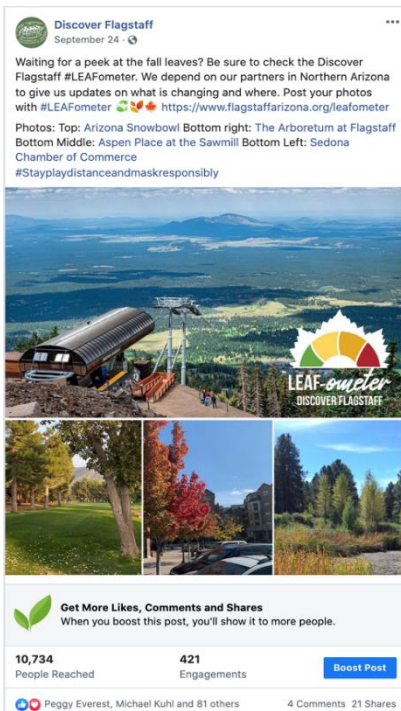
- The October email drip was sent to our master list of 18,593 contacts with a focus on Fall happenings and events
 - Year-over-Year comparison
 - October 2020
 - Reach 11,430
 - Open 22%
 - CTR 3%
 - October 2021
 - Reach 18,593
 - Open 23%
 - CTR 1%
 - MoM
 - Compared to September, there was a decrease in both open rate and click-through rate. This is due to the September email being made up of three different emails with content targeting segment-based groups with different interests.

- **The Flagstaff Local e-newsletter** continues to perform strongly with people continuously scrolling to the bottom of the newsletter, with the click-through rate to prove it. The open rate improved MoM, however, the CTR dropped slightly. A send-time of 9am is performing the strongest over any other launch time for this email campaign.
 - Plan to remove photo submission contest while not running, CTR is lower due to new algorithm
 - October 2021
 - Open rate 28%
 - Click-through rate 1%
 - MoM
 - Open rate 26%
 - CTR 2%
 - MoM increase to open rate and decrease to CTR
- All email campaigns are seeing a decrease in click-through rates due to a change in algorithm. Click-through used to count opens as clicks and that is no longer the case.

SOCIAL MEDIA:

Analytics compare 2021 to 2020 and pre-COVID 2019 (Looking at MOM rather than YOY):

- Facebook's growth has dropped in comparison to 2020 growth due in part to pent-up demand which was even higher than 2019.
- YouTube does not show growth without current videos produced this last month.
- Instagram just barely topped 2020 and is not quite back to 2019 numbers.
- Twitter did not fare as well as September 2020 in impressions possibly due to pent-up demand.
- Flagstaff 365 Page views have grown by 133% and the Discover Flagstaff Events page has grown by 202% since 2020.



CREATIVE SERVICES:

ADVERTISING:

- **AZ REPUBLIC WINTER INSERT:** Worked on the Stay and Play AZ Republic insert
- **ANNUAL MEETING POWERPOINT:** Designed the PowerPoint presentations for the Annual Meeting
- **EMAIL BLAST:** Created a "Thank You for Attending the Annual Meeting" Constant Contact email blast
- **ATP TRAVEL AD:** Designed a full-page ad for ATP Travel
- **VISIT USA UK AD:** Created a half-page ad for Visit USA UK
- **LOCAL PRINT ADS:** Designed the November ads for FBN (Walk this Talk) and AZDS (Flagstaff Airport)
- **FLAGSTAFF BUSINESS NEWS AD:** Designed a full-page ad for Flag Live featuring the Flagstaff Airport



CITY JOBS:

- **2022 MINIMUM WAGE POSTER:** Created the 2022 OLS Minimum Wage materials
- **THE BUDGET TEAM LOGO:** Designed the Budget Team logo and PowerPoint template



- **ALTERNATIVE RESPONSE LOGO:** Continue working on the branding for the Alternative Response Vehicle
- **AIRPORT:** Created table signs for the airport promoting upcoming paid parking
- **ENGINEERING:** Created business card designs for the Engineering Division
- **AIRPORT WEBSITE:** Working with staff to put a new website together for the airport.



PHOTO & VIDEO:

- **PHOTOSHOOT:** Scheduling photoshoot for Road Trip themed creative
- **VIDEO:** Conducted video shoot for the "Yep that's Flagstaff" campaign
- **VIDEO:** Worked on "[Yep, that's Flagstaff](#)" video production
- **PHOTOSHOOT:** Conducted photo shoot for Nostalgic Road Trips - FS151/Galaxy Diner/Museum Club
- **VIDEO:** Created a "[brag video](#)" for the Discover Flagstaff annual event

WEBSITE:

- **FALL:** Updated website with fall content

THANK YOU for your continued support of the Economic Vitality Division for the City of Flagstaff!

We work to enhance your quality of life 365 days a year!!!